

**OFFICE OF THE SECRETARY
OFFICE OF FACILITIES AND ADMINISTRATIVE SERVICES**

**CUSTOMER SATISFACTION SURVEY
CREATIVE COMMUNICATION
SERVICES**

Targeted Survey Issued During Fourth Quarter Fiscal Year 2014

**THEODORE J. RAVAS, CHIEF, CREATIVE COMMUNICATION SERVICES BRANCH
9/26/2014**

CREATIVE COMMUNICATION SERVICES CUSTOMER SURVEY REPORT

Target Survey Conducted During The [4th Quarter] FY2014

TABLE OF CONTENTS

I.	SURVEY TIMELINE AND TARGETED POLLING GROUP	3
II.	SURVEY RESULTS	3-5
III.	SURVEY COMMENTS	5-7
IV.	SURVEY METHODOLOGY	7
V.	ANALYSIS OF SURVEY RESULTS	7
VI.	NEXT STEPS	7

CREATIVE COMMUNICATION SERVICES CUSTOMER SURVEY REPORT

Target Survey Conducted During The [4th Quarter] FY2014

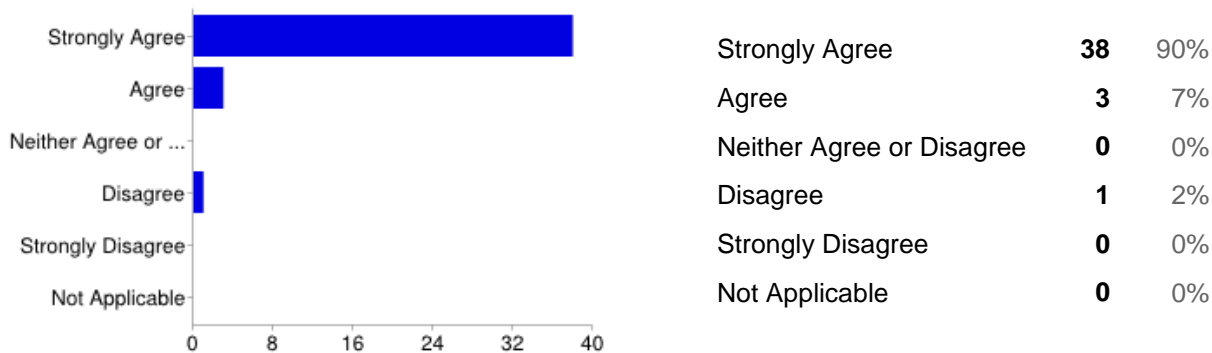
I. SURVEY TIMELINE AND TARGETED POLLING GROUP

The Office of the Secretary (OS), Office of Facilities and Administrative Services, Administrative Services Division, Creative Communication Services Branch, conducted a six (6) question survey seeking feedback on the success of our printing and graphic design services. Sixty-five (65) surveys were distributed to OS, Bureau, and regional customers during the fourth quarter of Fiscal Year 2014 (FY-14).

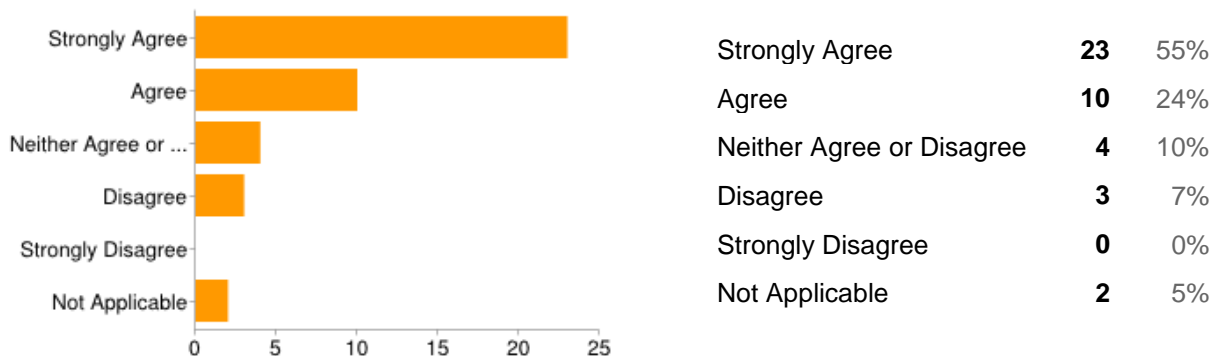
Out of the 65 surveys issued during this period, 42 were completed and returned resulting in a 64% return rate. This represents a reasonable sampling of our clients and provides valid survey results to use as a customer satisfaction baseline.

II. SURVEY RESULTS - The seven statements and related customer feedback results were:

1. The product/service(s) I received from the Creative Communication Services staff met my expectations.



2. The established pricing for my service was fair and clearly explained.

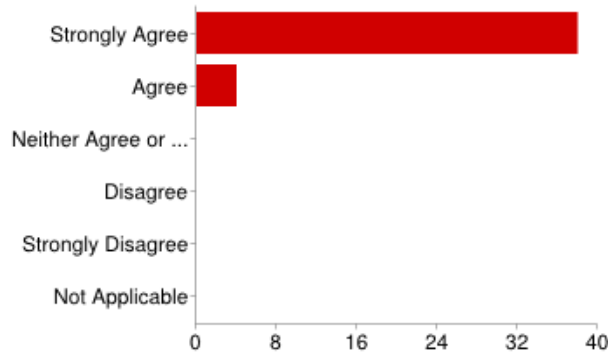


CREATIVE COMMUNICATION SERVICES CUSTOMER SURVEY REPORT

Target Survey Conducted During The [4th Quarter] FY2014

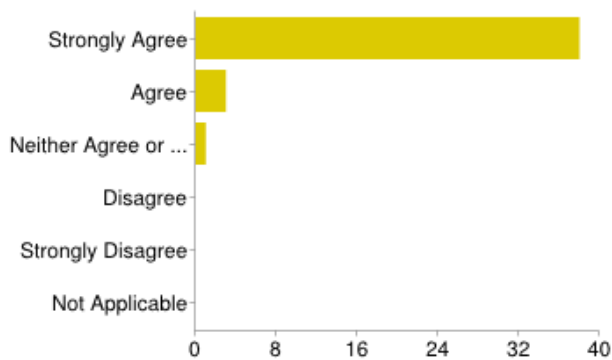
Survey Results (Continued)

3. I am satisfied with the response time in which my request was processed and completed.



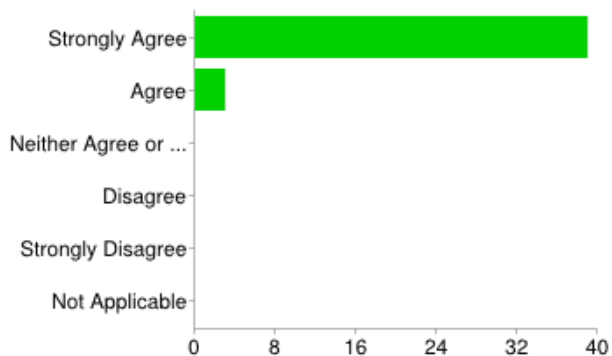
Strongly Agree	38	90%
Agree	4	10%
Neither Agree or Disagree	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Not Applicable	0	0%

4. The Creative Communication Services staff provided the level of communication I expected.



Strongly Agree	38	90%
Agree	3	7%
Neither Agree or Disagree	1	2%
Disagree	0	0%
Strongly Disagree	0	0%
Not Applicable	0	0%

5. The Creative Communication Services staff provided a level of professionalism I expected.



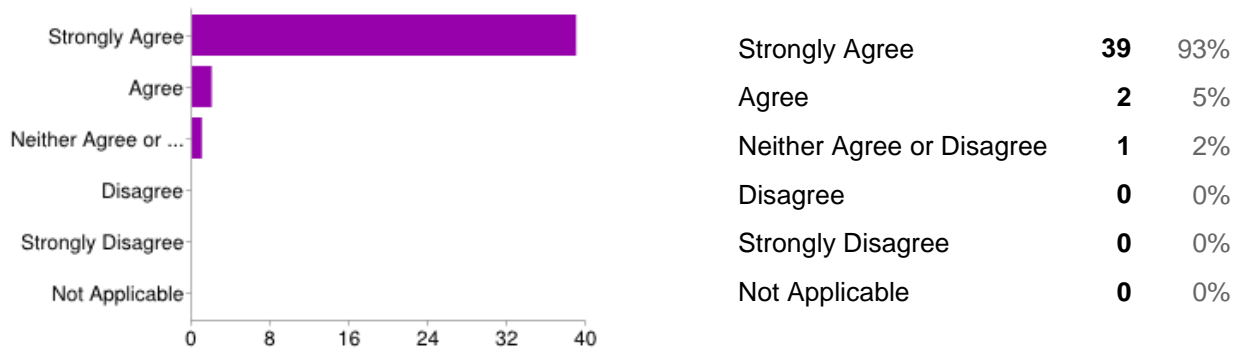
Strongly Agree	39	93%
Agree	3	7%
Neither Agree or Disagree	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Not Applicable	0	0%

CREATIVE COMMUNICATION SERVICES CUSTOMER SURVEY REPORT

Target Survey Conducted During The [4th Quarter] FY2014

Survey Results (Continued)

6. Overall, I am satisfied with the experience.



III. “WHAT YOU SAID” – SURVEY COMMENTS

1. What did we do really well?

- Customer service and communication.... very good staff to work with...
- Completing requests that are provided at the last minute because agency management can't make up their mind as to what they want.
- All the many last minute items the AS-IA office has asked for your office has come thru and assisted in ideas to make things work better than we had hoped. You all deserve raises, for the hard work and dedication to my office and overall happiness I receive once I return with the finished product for the AS-IA and COS to view. Many thanks.
- Customer service is great and very timely!
- Everything, as well as how fast the service was done.
- Everything - last minute changes, quality of the work.
- Did a super job with the mitigation report, which has been praised nationwide as a fine piece of work and one of the best reports to ever come out of DOI. Many thanks!
- Timely updates to the AFR document and the accuracy of the updates were excellent.
- Mike Bechetti is simply the best! I appreciate that he is so customer focused and always goes above and beyond to make the customer happy. He is a very talented graphic designer and the products he delivers usually exceed my expectations.
- Staff is very pleasant to work with.
- All around great services in graphic designing, product delivery and cost.
- You went above and beyond to help us deliver our annual report (Agency Financial Report). T.J. and Mike worked very hard (on weekends, evenings, etc.) to ensure that we had a comfort level with the timing of producing the product (always a tight time-frame due to the audit); provided coverage for our numerous changes/edits at all times

CREATIVE COMMUNICATION SERVICES CUSTOMER SURVEY REPORT

Target Survey Conducted During The [4th Quarter] FY2014

of the day and evening; provided expertise to ensure a good-looking product; and they were very pleasant during the entire time.

- The staff always meets our limited time frames and the work was extremely high quality. When our poster needed to be redone (text removed), TJ personally made sure it was done prior to our event. Jennifer is very service oriented and makes the process of ordering and payment painless and efficient. What a great resource to have available to DOI.
- Understood the needs of the project and then exceeded expectations in design and finished project. Posters and flyer design are just first rate!
- The Creative Communication Services staff (TJ Ravas and Jennifer Stevenson) promptly responded to my request. Providing me with a quality print job.
- You did everything well as far as I am concerned. You jumped in when needed and got what we needed done!!!! Thank you again for doing our project at the very last minute (printing the Honor Award certificate for one of our retiring SES). You made it possible to actually give him the certificate at his retirement party!!
- The Creative Communication Services staff was flexible to our needs.
- Mr. Bechetti did a great job interacting with me to ascertain my needs. On top of that, he verified the information before printing and was very patient with us. Even with doing all of that, he completed the job quickly! THANKS!
- Listen and execute.
- One person found a way to improve one of our handouts, and he spent time cleaning it up to make a much better product, and volunteered to do it for me as it was not part of the printing request.
- Jennifer Stevenson always provides awesome service.
- TJ's artistry is matched by his willingness to offer helpful suggestions.

2. What can we do to improve?

- Nothing from what I see.
- Nothing that I can think of at this time.
- Provide billing with each completed set of work.
- Address costs.... and see if possible to be a little more competitive with outside businesses.
- Your costs for color copying and B/W copying are too high. For color copying, Kinkos charges the GSA rate of: 75 cents/ page for Card Stock copies, 40 cents/ page for photo weight paper 30 cents per page for color copying on regular paper.
- Overall design was excellent. Paperwork and estimate could be provided faster.
- More competitive pricing. Offer a quality/satisfaction guarantee (things come back from the sub-contracted vendors and are not always as expected or break quickly).
- None
- Nothing I could see as the customer service was amazing!!
- Not a thing. Job well done.
- A list (or website link) of all the services you offer would be appreciated.
- Sorry nothing to add here

CREATIVE COMMUNICATION SERVICES CUSTOMER SURVEY REPORT

Target Survey Conducted During The [4th Quarter] FY2014

- The cost of printing is not competitive when compared with other sources. At \$1.30 per copy, it is very difficult to give the printing job to Creative Communications when other outside sources charge as little as \$.44 per color copy for a one-day turn around. I prefer to keep the work in-house but it's hard when there is such a large price differential.

IV. SURVEY METHODOLOGY

Using the Google Survey Tool, the CCS Chief sent surveys to clients indiscriminately during the months of May - August, 2014. Our concentration was to target clients of CCS during this timeframe, without issuing repeat surveys to returning customers. Surveys were issued so individuals could respond anonymously, although participants had the option to list their name and contact information should they wish to discuss the operation further.

V. ANALYSIS OF SURVEY RESULTS

The survey results were very favorable across all six-survey statements with an “Overall Satisfaction” rating of 93% of those who responded Strongly Agree (39). Our analysis and after actions are further supported by the two questions asking for written feedback, these questions and percentage of responses were:

- *What did we do really well?* (Where approximately 52% of respondents commented)
- *What can we do to improve?* (Where approximately 28% of respondents commented)

While the “Overall Satisfaction” results were overwhelmingly favorable from 97% of clients who took the survey, with a majority of responses being either Strongly Agree or Agree, we recognize that 2% of respondents “Overall Satisfaction” rated our services from Neither Agree or Disagree; with no responses in the Disagree or Strongly Disagree category.

VI. NEXT STEPS

In response to the survey results and your feedback, the OFAS CSE staff will concentrate its efforts in building upon the following listed items to improve our services:

- **Pricing** – CCS will review pricing for:
 - Color and B/W copies;
 - Quantity discount offers for bulk orders; and
 - Large format printing based on market research.
- **Improve Service Awareness/Advertise** – CCS will:
 1. Improve information available on our website (post services, prices, and process instructions);
 2. Increase advertising; and
 3. Host an open house and meet and greet.

CREATIVE COMMUNICATION SERVICES CUSTOMER SURVEY REPORT

Target Survey Conducted During The [4th Quarter] FY2014

We thank those who took the time to complete the survey. Should you have any questions or need additional information specific to this survey, please contact, Theodore Ravas, Chief, Creative Communication Services Branch, at (202) 208-3920, or e-mail at theodore_ravas@ios.doi.gov.